

## ABSTRACT

The present application discloses an apparatus, system and method for reducing the time required for transmitting a multimedia message from any sender to any addressee and thus generally cut the cost of the multimedia message service. A traffic channel connection is kept to a receiving telecommunication device, which is established by a multimedia message service center that has received a multimedia message designated by a transmitting telecommunication device for said receiving telecommunication device, for example, in order to transmit an information message to the receiving telecommunication device during an SMS session by means of which the multimedia message service center informs the receiving telecommunication device about the arrival of the multimedia message, established for at least the period of time it takes the receiving telecommunication device to evaluate the received information message and hold an MMS session for fetching the message content of the multimedia message designated for the receiving telecommunication device from the multimedia message service center.